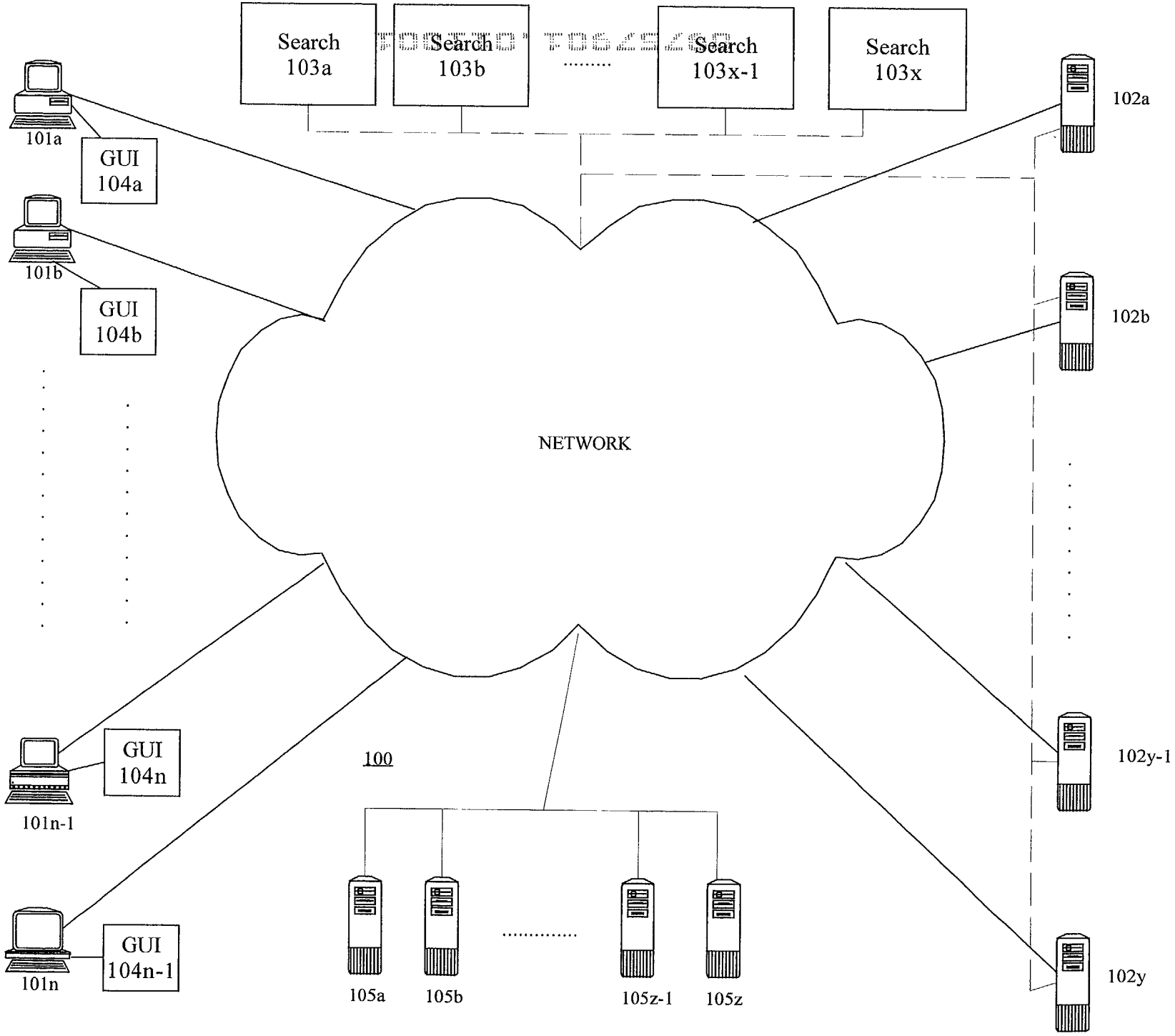
Search 103a
Search 103b
Search 103x-1
Search 103x
101a
GUI 104a
101b
GUI 104b
GUI 104n
101n-1
GUI 104n-1
101n
NETWORK
100
105a
105b
105z-1
105z
102a
102b
102y-1
102y

Fig.1

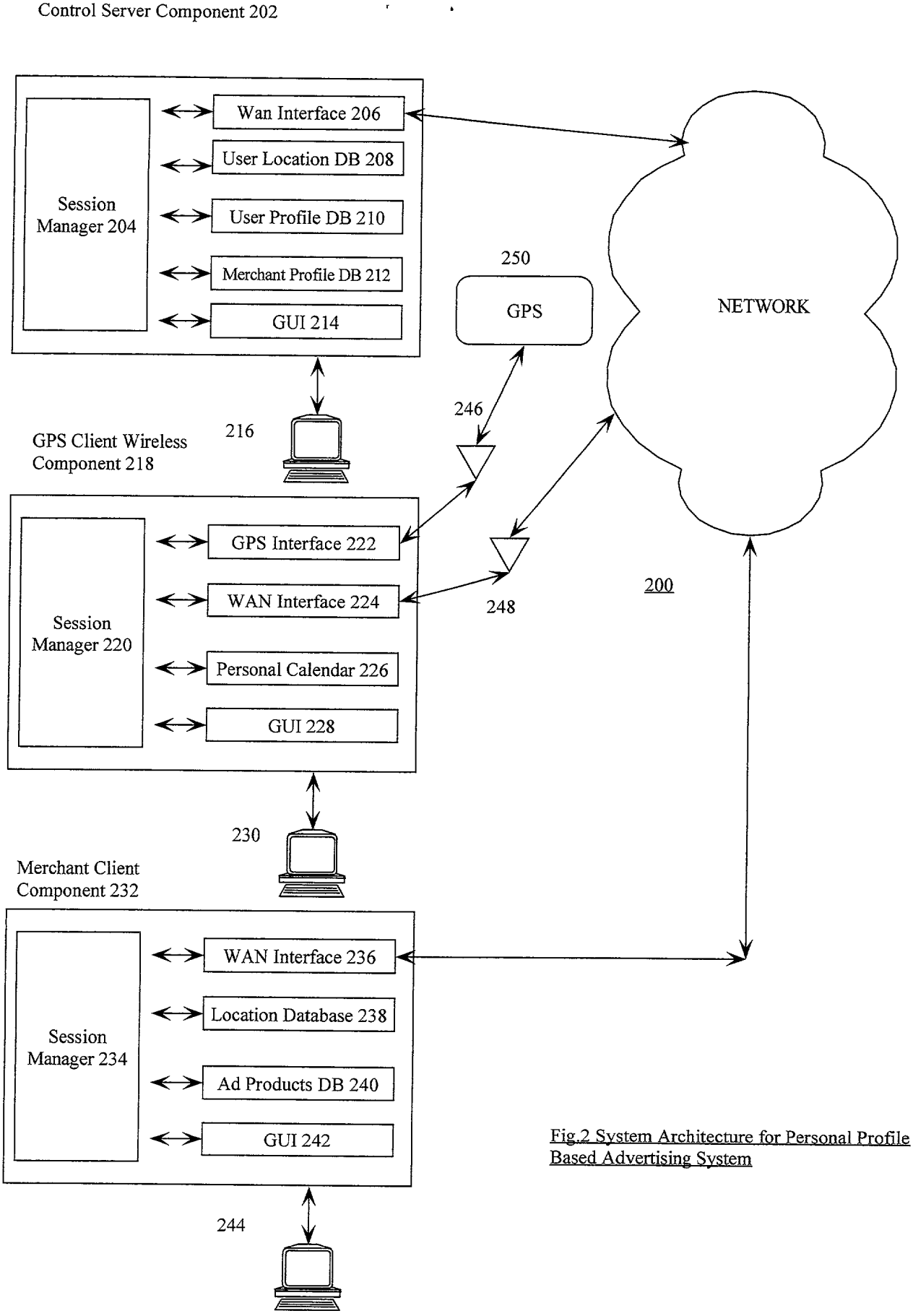

Fig.2 System Architecture for Personal Profile Based Advertising System

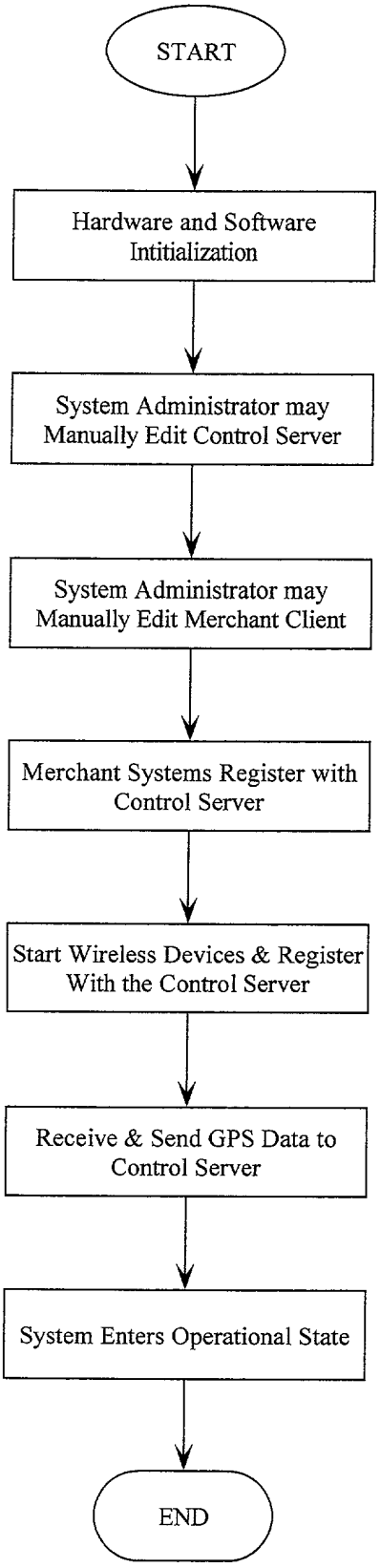

FIG.3 Initialization Process for the Personalized Advertising System

300

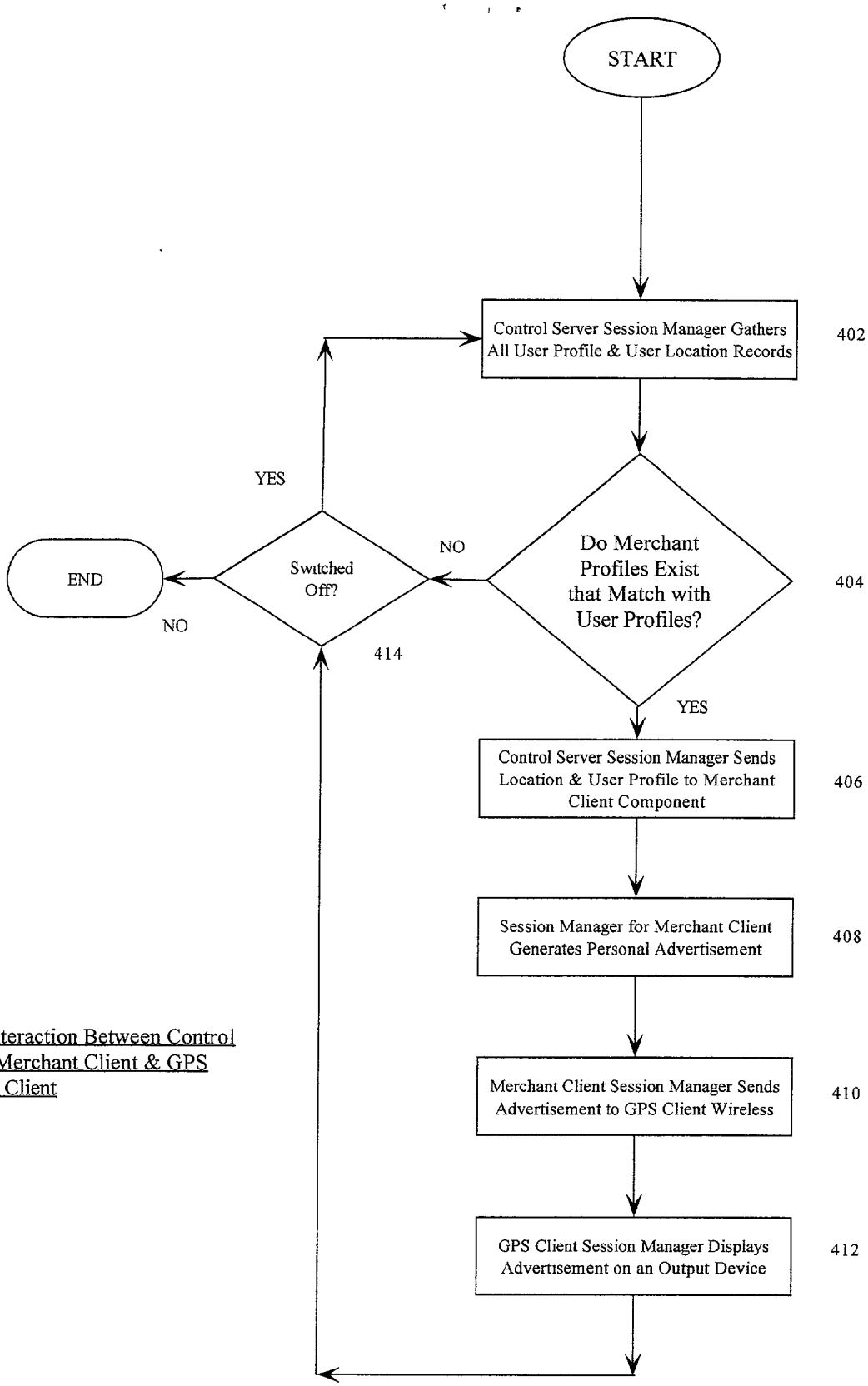

FIG.4 Interaction Between Control Server, Merchant Client & GPS Wireless Client

400

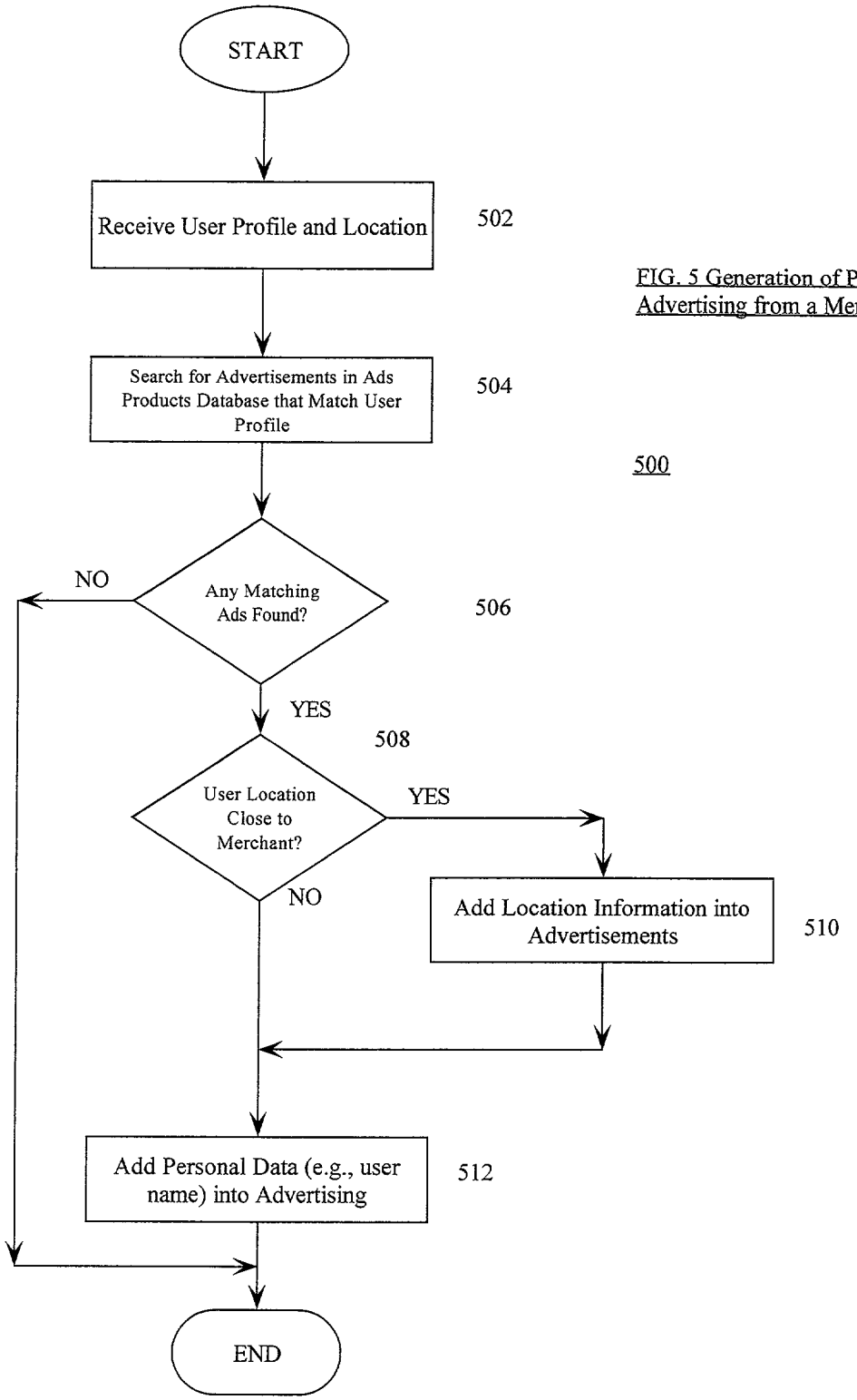

FIG. 5 Generation of Personal Advertising from a Merchant Client

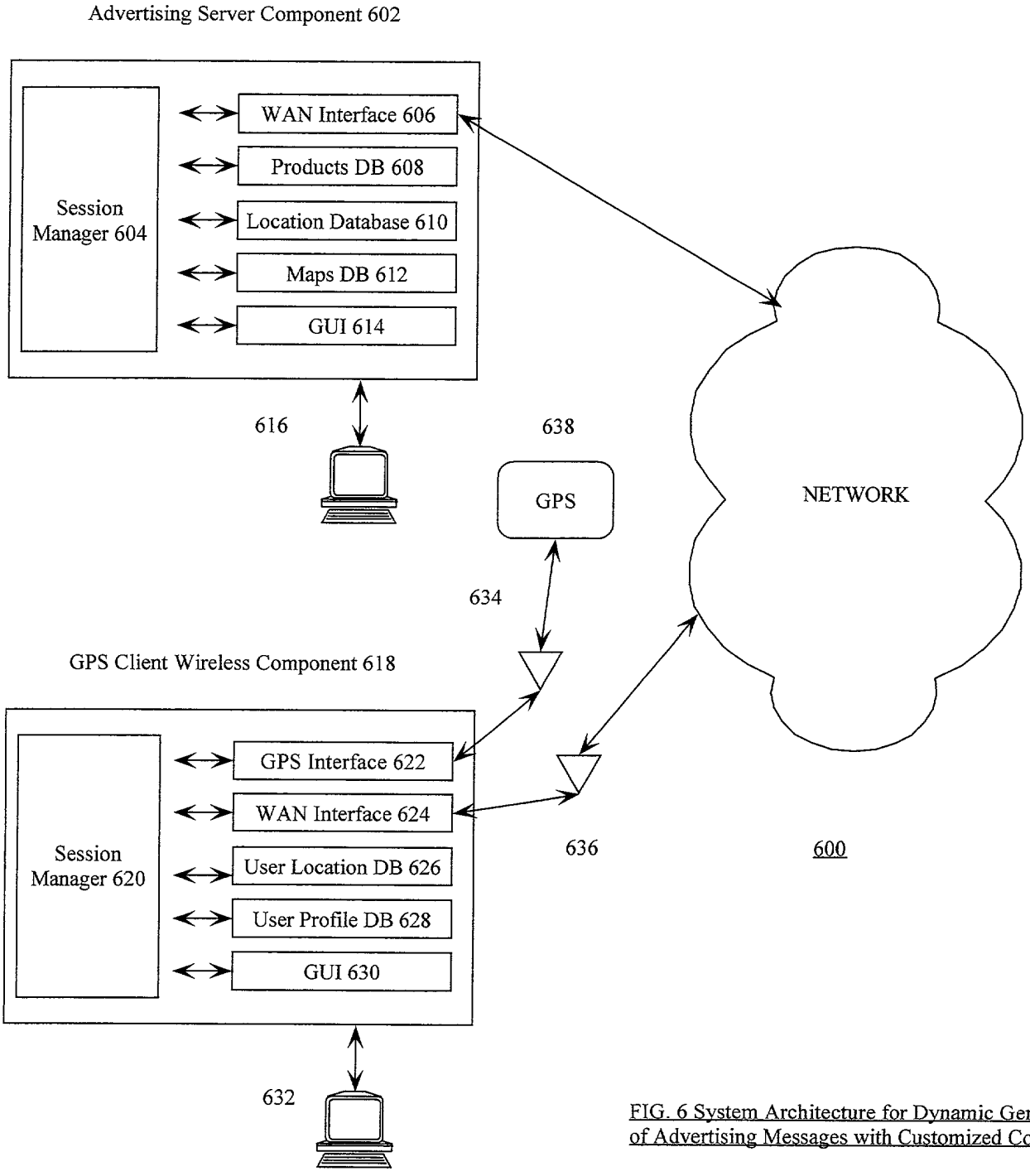

FIG. 6 System Architecture for Dynamic Generation of Advertising Messages with Customized Content

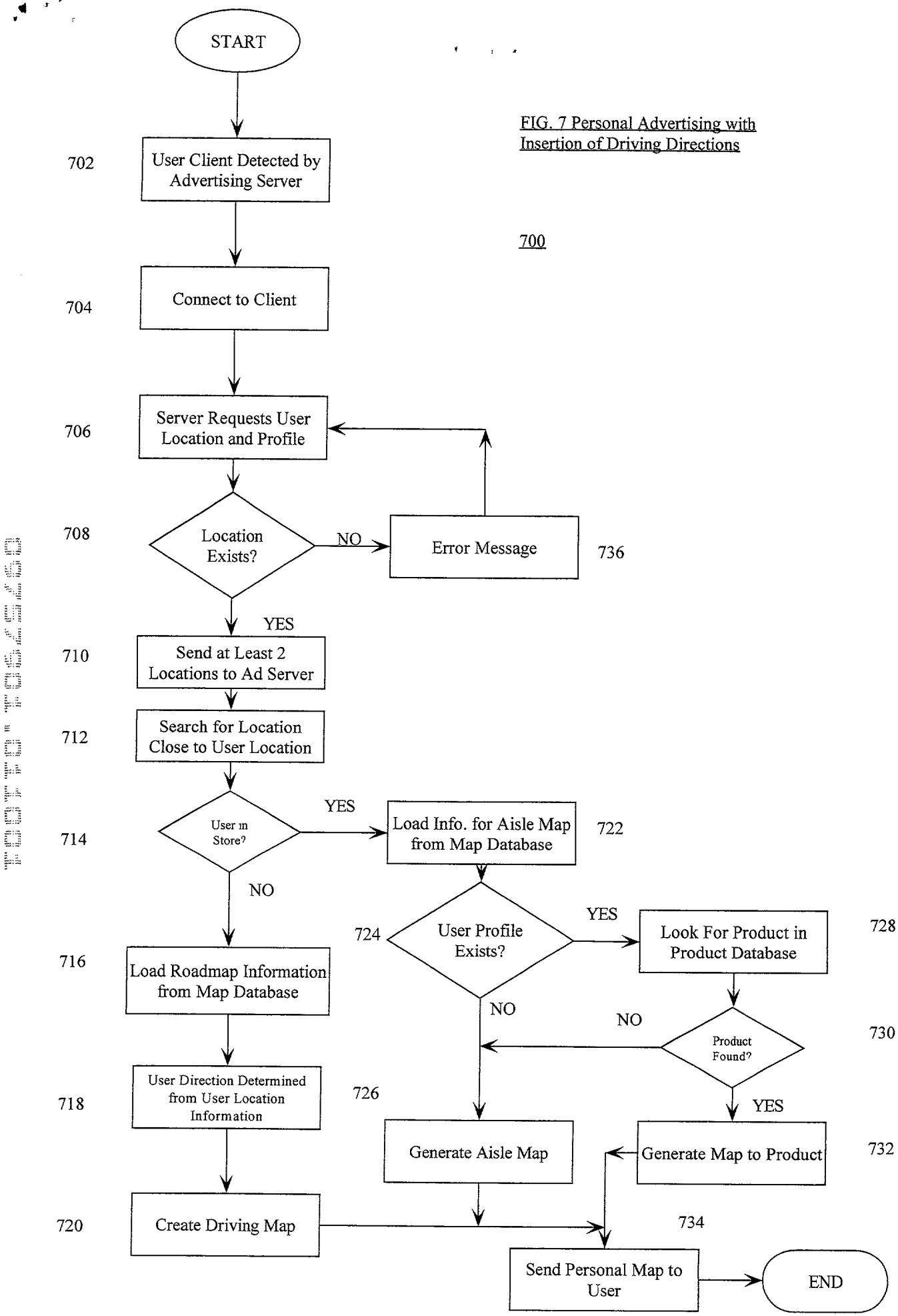

FIG. 7 Personal Advertising with Insertion of Driving Directions

700